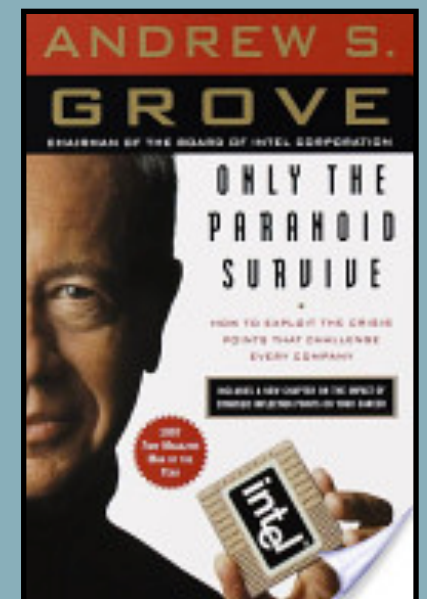


Winning The Battle for the Invisible Buyer

“ For now, let me just say that a **strategic inflection point** is a time in the life of the business when its fundamentals are about to change.

They are full-scale changes in the way business is conducted, so that simply adopting new technology or fighting the competition as you used to may be insufficient.”

- Andy Grove



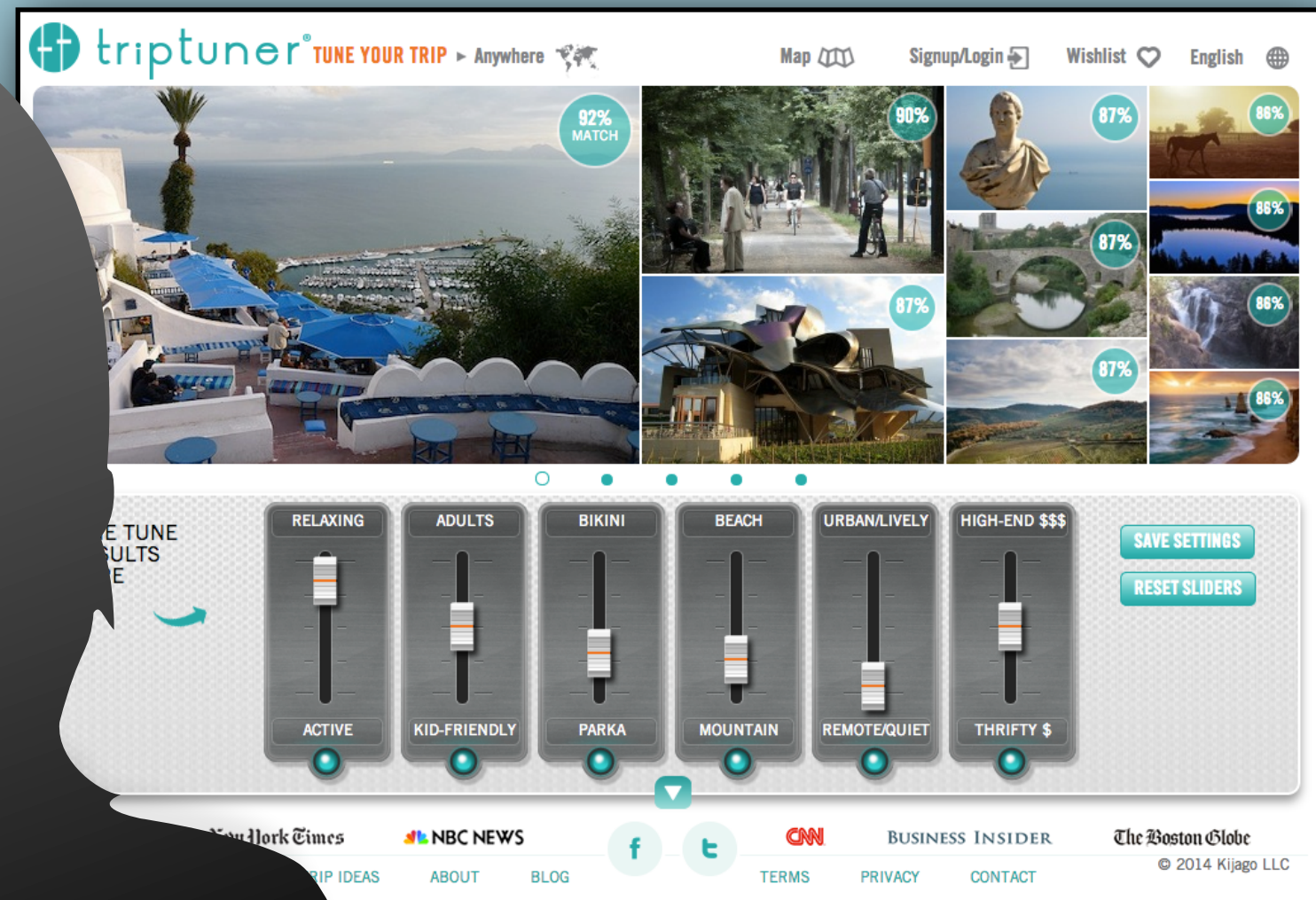
Self Educating Buyers

@TomMartin

your buyer is invisible



your buyer is invisible



70%

of Americans say they look at product reviews
BEFORE making a purchase

10.4

Average number of sources consulted
BEFORE making a purchase

38

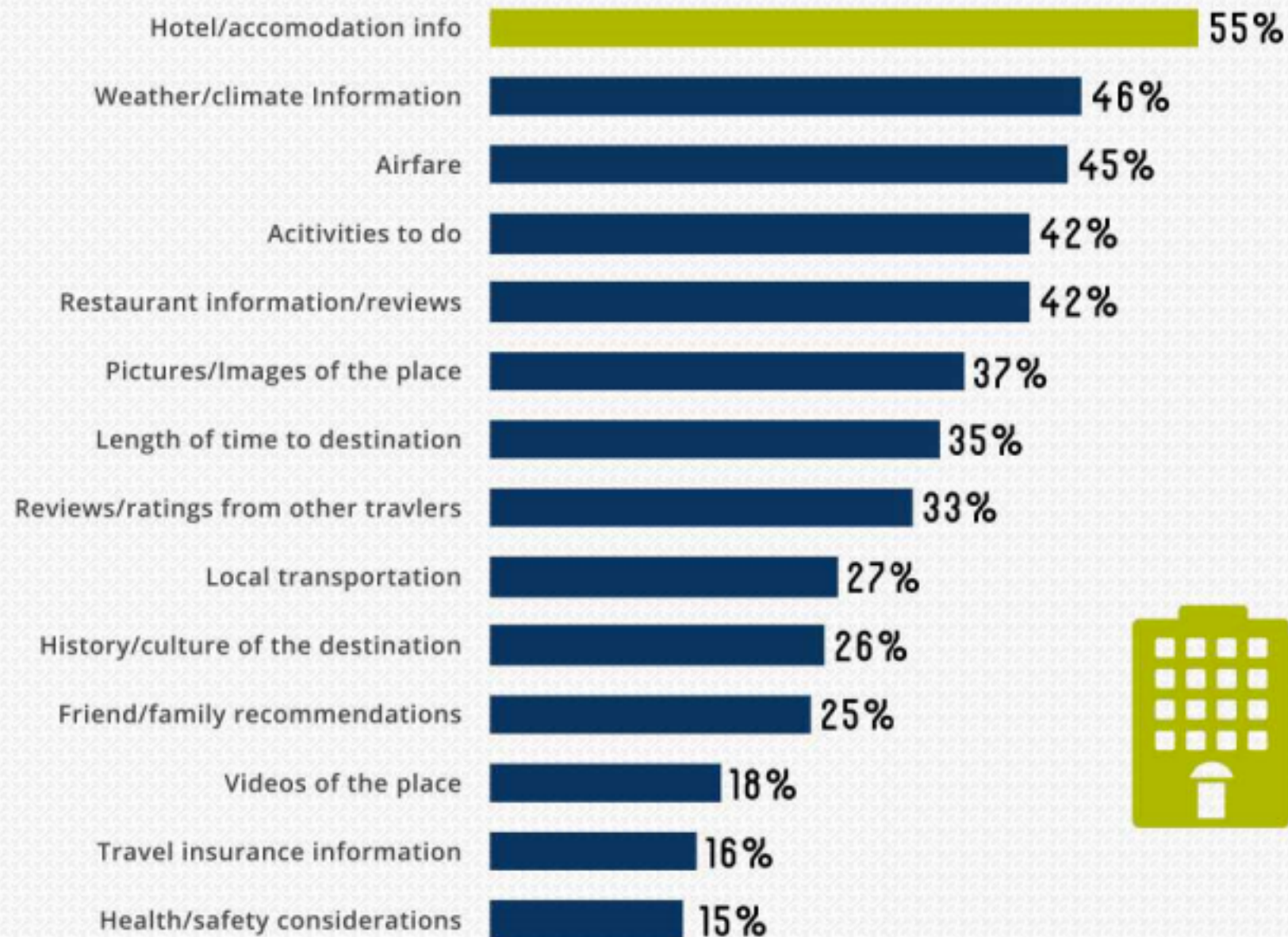
websites visited before purchasing a vacation package

Average Travel Site Visits per Week

(Number of travel sites visited per week by the average segment member, Oct'12-Mar'13 aggregate)



INFORMATION GATHERED ACROSS TRAVEL DECISION STAGES



Hotel/accommodation information is the **most commonly sought content** across decision stages.

CONTENT: What types of information did you seek for each of the following travel phases for this trip?
Researching destination: (n=385)
Shopping Air/Hotel: (n=472)
Planning Trip Activities: (n=325)

 **Expedia**
Media Solutions

77%

of B2B Buyers conduct research **BEFORE**
contacting a salesperson

57%

how far B2B buyers progress **BEFORE**
contacting a salesperson

51%

of buyers that form a short list **BEFORE**
contacting any vendors

Meeting Planners

“But Meeting Planners don’t use Social Media to make planning decisions.”

Really?

travel

Travel & Tourism Industry Professionals Worldwide

Discussions

Members

Promotions

Jobs

Search

More...



[Follow Rebecca](#)

Seeking a group travel destination - Southeast US

Hi, everyone!

I'm planning a corporate trip for 30-40 people in early November 2013. We are looking to stay 3 nights at an all-inclusive style resort located in the Southeastern US. Our destination should have lots of group entertainment amenities and meeting spaces. I'd love to get some ideas and even quotes on packages so that I can make the perfect choice for our 2013 meeting, as it will be the first one I've spearheaded for this group. Please send me suggestions and quotes if you know of an awesome destination for us.

Thanks!

7 days ago

50%

of Meeting Planners cite social media as
an integral part of planning process

EDUCATION
EDUCATION
EDUCATION



Blinded by Experience



Brad J Ward

@bradjward

Following



[@TomMartin](#) That's two recommendations for you. Let's talk! Shoot me a DM, international speaking opportunity for you.



Reply



Retweet

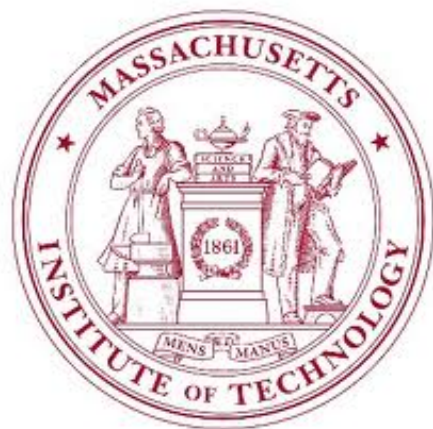


Favorited

Buffer

PROPINQUITY

The greater physical (or psychological) proximity between people, the greater the chance that they will form friendships or romantic relationships.



Westgate Studies - 1950

PROPINQUITY

Aware >> Know >> Like >> BUY



HELP ME

Propinquity Points

Where do they turn for
information and assistance?

Propinquity Points



Google



Outdoor Vacation Ideas



About 18,700,000 results (0.40 seconds)

Plan an **Outdoor Vacation** - Visit the Mount Rushmore state



Ad www.travelsd.com/Vacations ▼ (800) 732-5682

Official South Dakota tourism site.

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Ad www.backroads.com/ ▼ (800) 462-2848

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Ad www.cheapcaribbean.com/ ▼ (877) 723-2896

Find Great Beach **Vacations** & More. Book Today With CheapCaribbean®!

CheapCaribbean.com has 1,400 followers on Google+

Top 10 **Outdoor Vacation Spots** - ABC News

abcnews.go.com › [GMA](#) ▼ [ABC News](#) ▼

Jun 22, 2006 - "Good Morning America" is kicking off its summer series, **Vacationland**, by highlighting some of the most beautiful **spots** in the United States.

Best US **Outdoor Family Vacations** - National Geographic T...

travel.nationalgeographic.com/...trips/best-us-outdo... ▼ [National Geographic](#) ▼

From a tree house hotel in Oregon to a rafting trip in Idaho, these trips have ... Your tent and an **outdoor** living area are set up when you arrive at camp each day. ... [Paris for Kids](#) · [Best Family Trip: Machu Picchu](#) · [Family Adventure Trip Ideas](#) ...

19 Best **Outdoor Vacations** - InsideTech.com

insidetech.monster.com/benefits/.../5026-19-best-outdoor-vacati... ▼ [Monster](#) ▼

Top **Outdoor Summer Vacations**. Check out the list...

17 Best Adventure **Vacations** in the USA | U.S. News Travel

travel.usnews.com › [Rankings](#) › [USA](#) ▼

This list highlights some of America's most exciting **spots** for a thrilling walk on ... Opportunities to hike, bike and horseback ride draw **outdoor** enthusiasts from ...

Top five affordable **outdoor vacation ideas** - SmarterTravel...

www.smartertravel.com › [News & Advice](#) ▼

Our top five **ideas** for inexpensive **outdoor vacations** are: State park camping trips | Farmstays | YMCA family camps | Trips with nonprofit **outdoors** groups | Dude ...

Top 10 **Outdoor Family Vacations** in North America : Discov...

www.discovery.com/tv-shows/north.../outdoor-family-vacations.htm ▼

May 18, 2013 - The top 10 **outdoor family vacations** in North America will blow you away! See them all on Discovery Channel's North America.

Outdoors and Adventure : Interests : Travel Channel

www.travelchannel.com/interests/outdoors-and-adventure ▼ [Travel Channel](#) ▼

Experience the great **outdoors** with a **vacation** made for adventure. Camping, hunting ... is abloom this spring. Get fresh, inspiring travel **ideas** every day!

Adventure **Vacations: Ideas** for Adventure Travel Destin - Tri...

www.tripadvisor.com/Inspiration-g1-c7-World.html ▼ [TripAdvisor](#) ▼

Exchange adventure **vacation ideas** with other travelers. Visit the **Outdoors/** Adventure Travel forum! Vacation rentals: your home away from home. Live like a ...

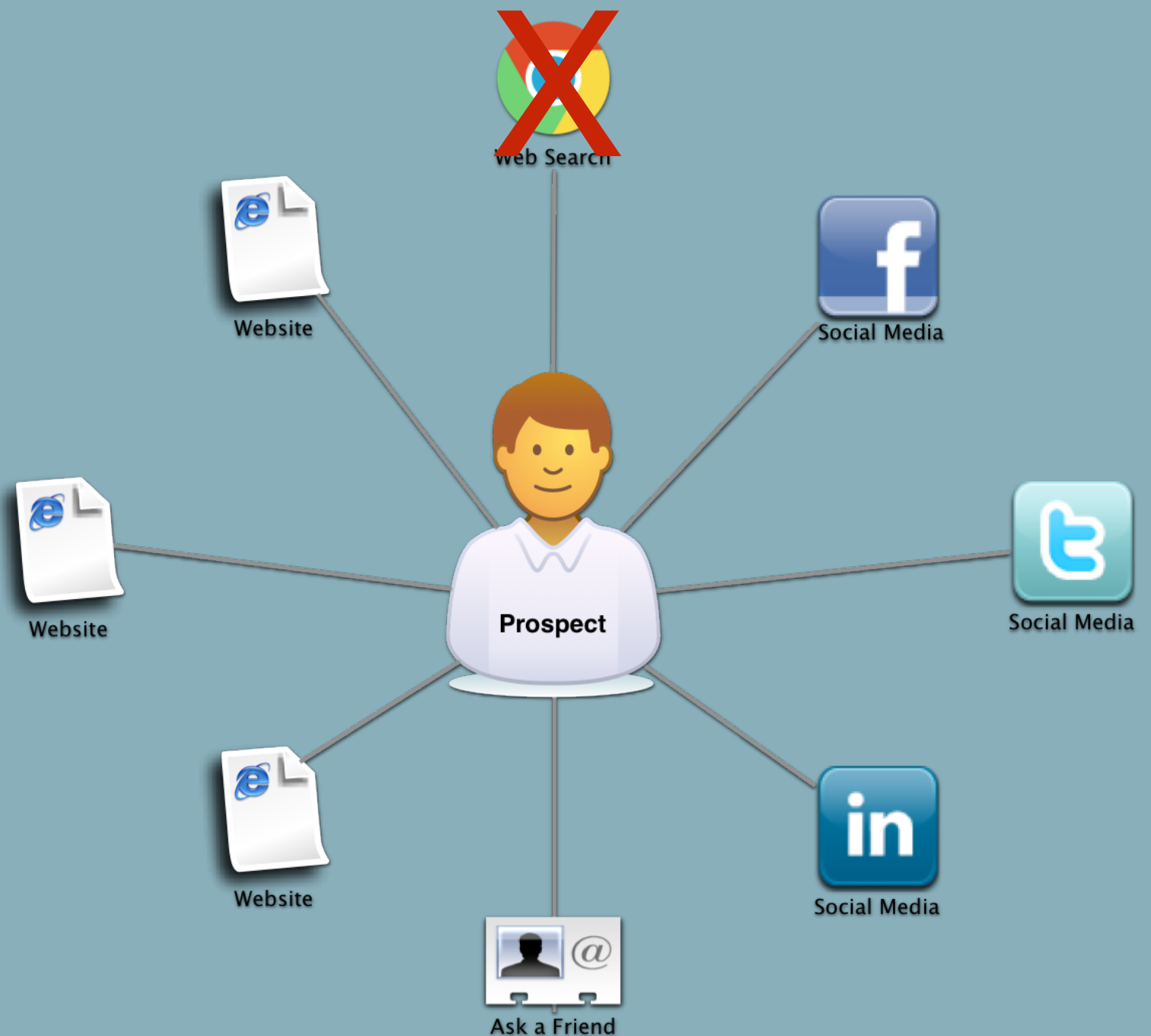
Outdoor & Adventure Travel Vacation Ideas | Luxury Link

www.luxurylink.com/vacation-ideas/outdoor-adventure-travel/best ▼

Vacation Ideas: discover the best luxury **outdoor** and adventure travel tours and resorts.

T.O.M.P.

Proximity Points

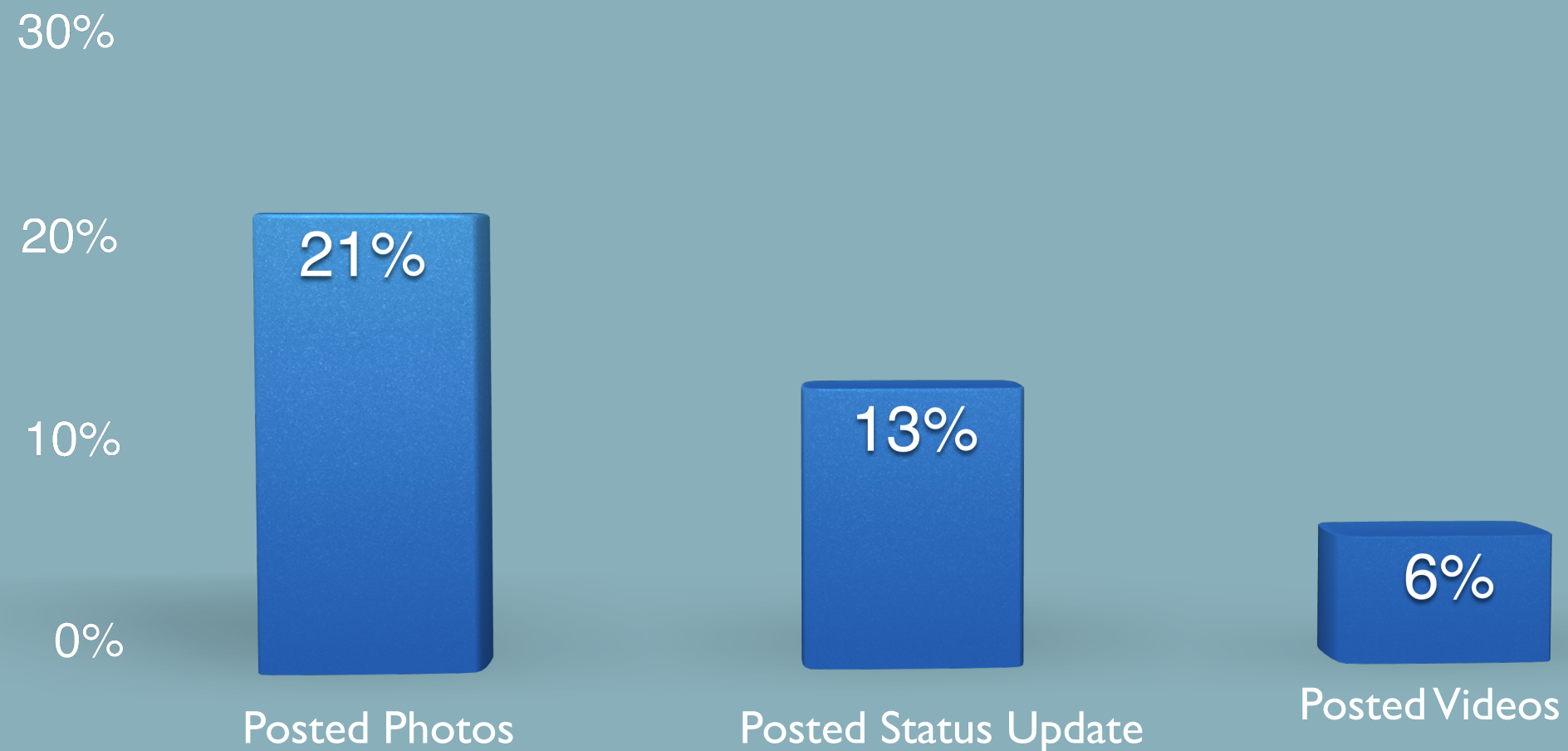


Social Media Propinquity Points



Social Media Propinquity Points

Actions After Returning Home



43%

of travelers will post travel-related content on
social media or write reviews after trip

Day After Marketing

@TomMartin

What are you doing today...

to make your customer talk
about you tomorrow?

Propinquity Points



Proximity Points

Twitter Lists



Jeff Ogden @fearlesscomp

33m

Choosing to Buy or Build Your Buyer Persona Insights? 4 Trade-offs, 3 Myths, 1 Ideal Option by @buyerpersona...

<fb.me/OJd5KH0v>

Expand



G.I. Cuccureddu SMP @glcuccureddu

37m

Mayfonk's VERT Device Creates Digital and Engagement Sports Innovation <bit.ly/YJwFqa> via @DamarqueViews

Expand



Kevin W. Grossman @KevinWGrossman

38m

Sourcer Excel Tip #3 – Automatic Email Address Creation

<bit.ly/17mHzpS> #recruiting #TChat

Expand



Jim Rattray @jimrattray

40m

Hipster Logos in 6 Easy Steps adpulp.com/hipster-logos/ via

@adpulp

Expand



Ken Rutsky @jayrutz

44m

Glad I stumbled on this preso, if You are doing #B2B enterprise models, you should watch this from Yammer CEO

khoslaventures.com/new-sales-mode...

Expand



David Erickson @derickson

46m

Consumers' Attitudes Toward Brands' Social Media Responses

[CHART]

ow.ly/nxbaW

Expand

Proximity Points

Digital Destination	# Shares	Notes
http://plannertech.com/	20	Tech Conf for Event Planners
http://mashable.com/	10	Tech blog
http://www.citmagazine.com/	30	Conf & Incent Travel Mag
http://blog.cvent.com/	3	Event Planning Blog
http://www.eventmanagerblog.com/	20	Event Mgr Blog
http://socialmediatoday.com/	1	Social Media Blog
http://www.bizbash.com/	5	Signage idea site
http://specialevents.com/	20	Events blog/wedding/corp

target rich environment
values that content
viral pass along



Embassies



Outposts



@TomMartin

Getting Started

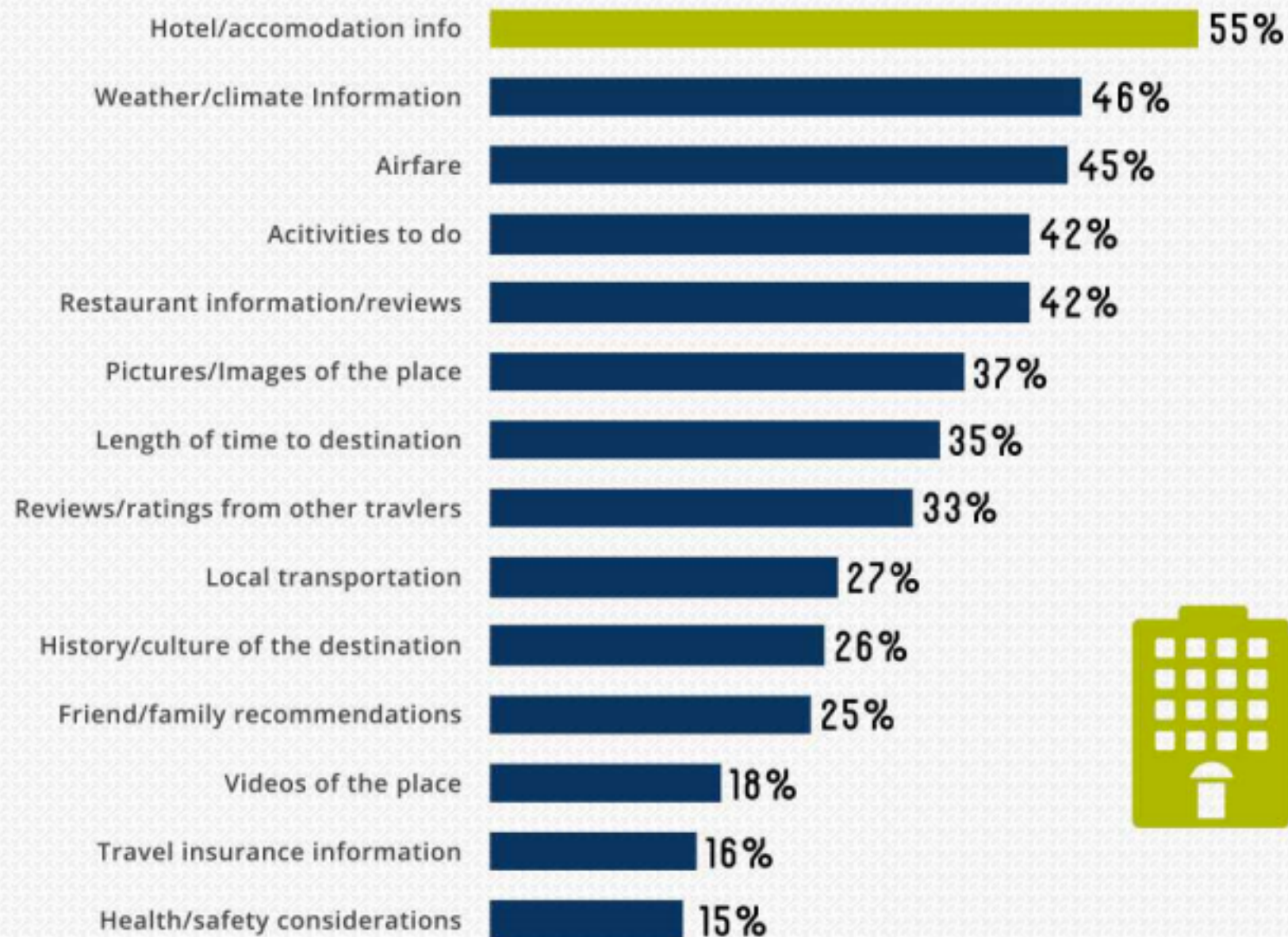


@TomMartin

by Halans

STOP BEING
AWESOME

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Planning Trip Activities: (n=325)

 **Expedia**
Media Solutions

“**Awesome** may get shared
but **helpful** gets bought.”

- Tom Martin

SOCIAL AGENTS

the most important customers >> that never buy from you



Taco Truck Content Strategy

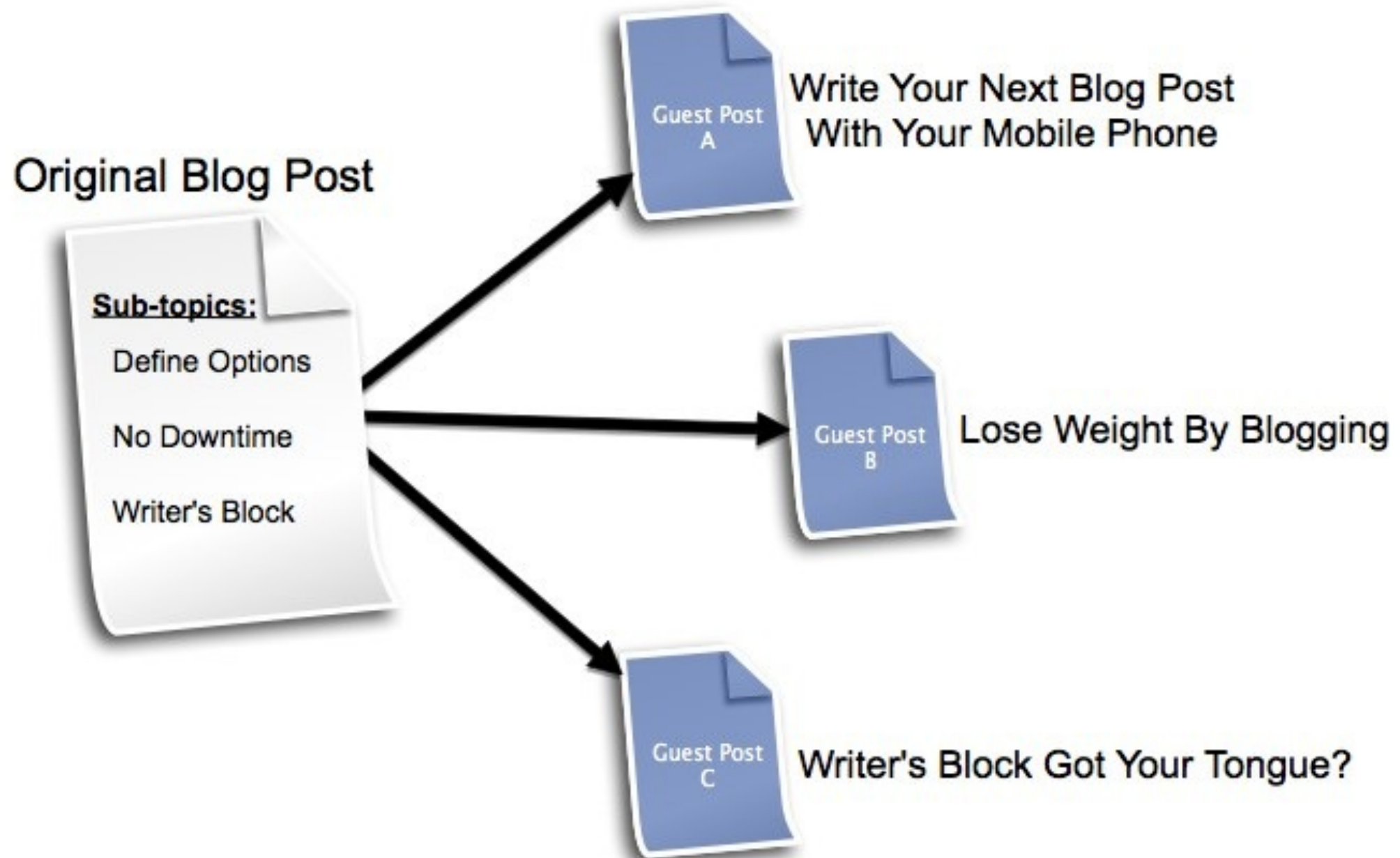
Everyone's
Site

Is Your Site

Cornerstones & Cobblestones

The secret to content
creation mastery.

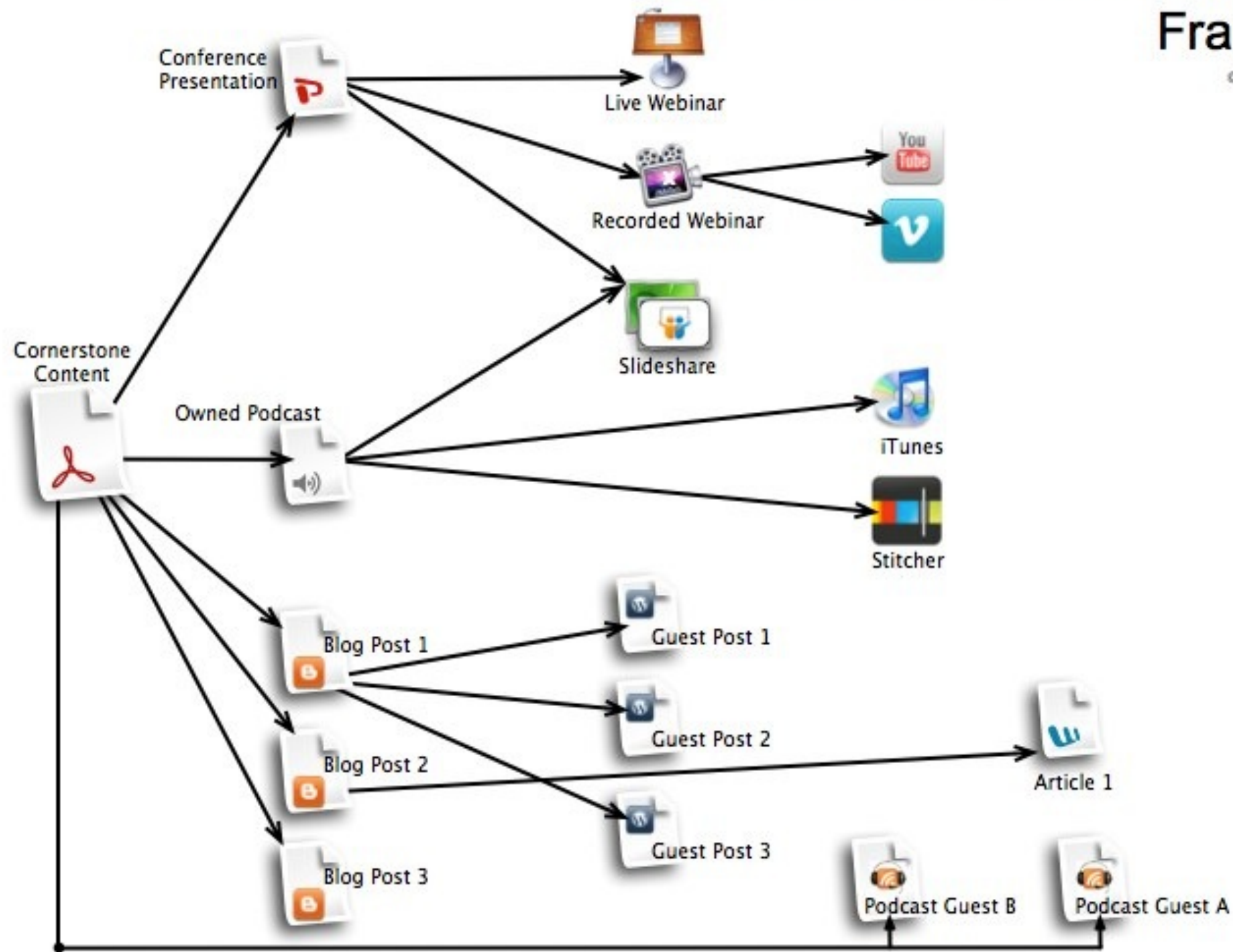
Content Ecosystem Planning



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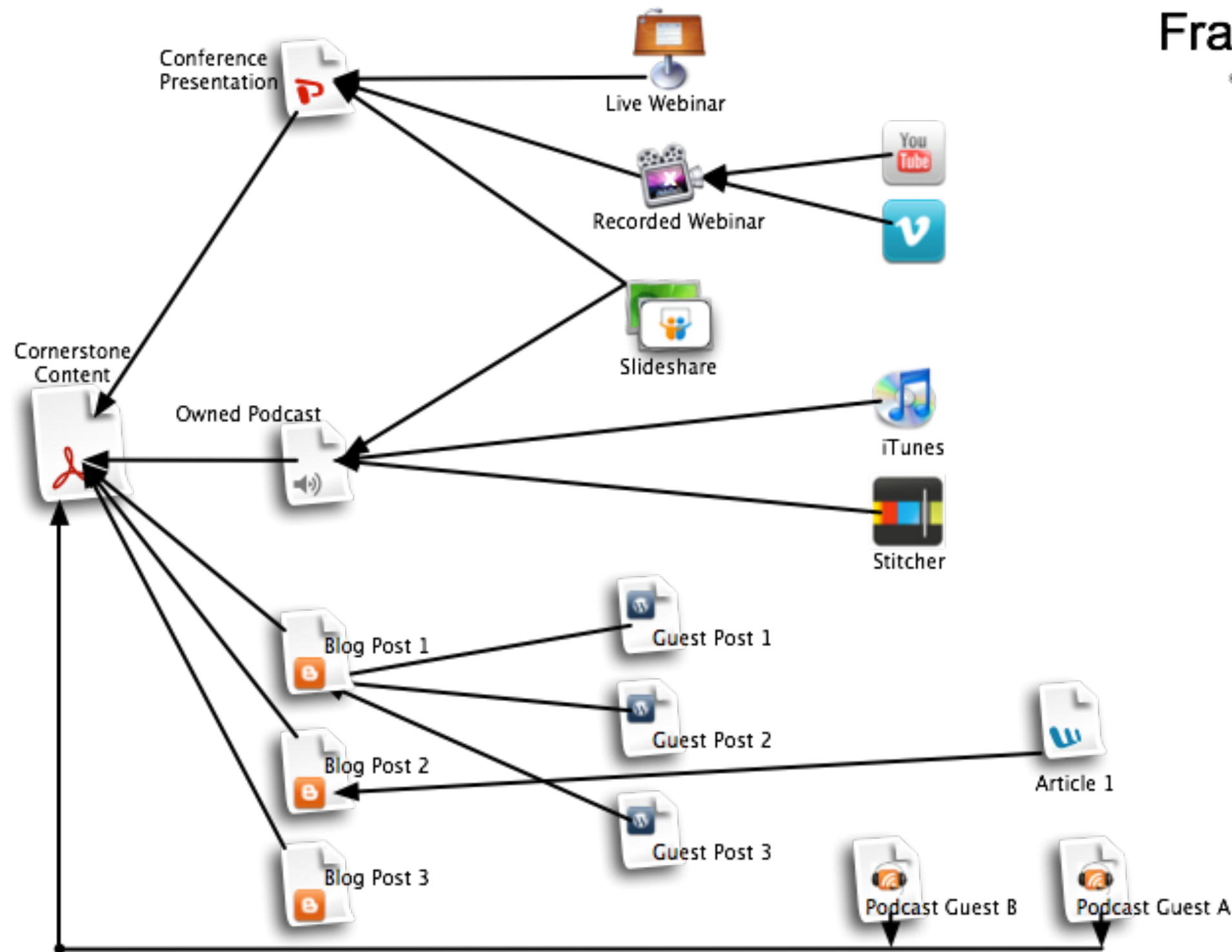
Cornerstone & Cobblestone Framework

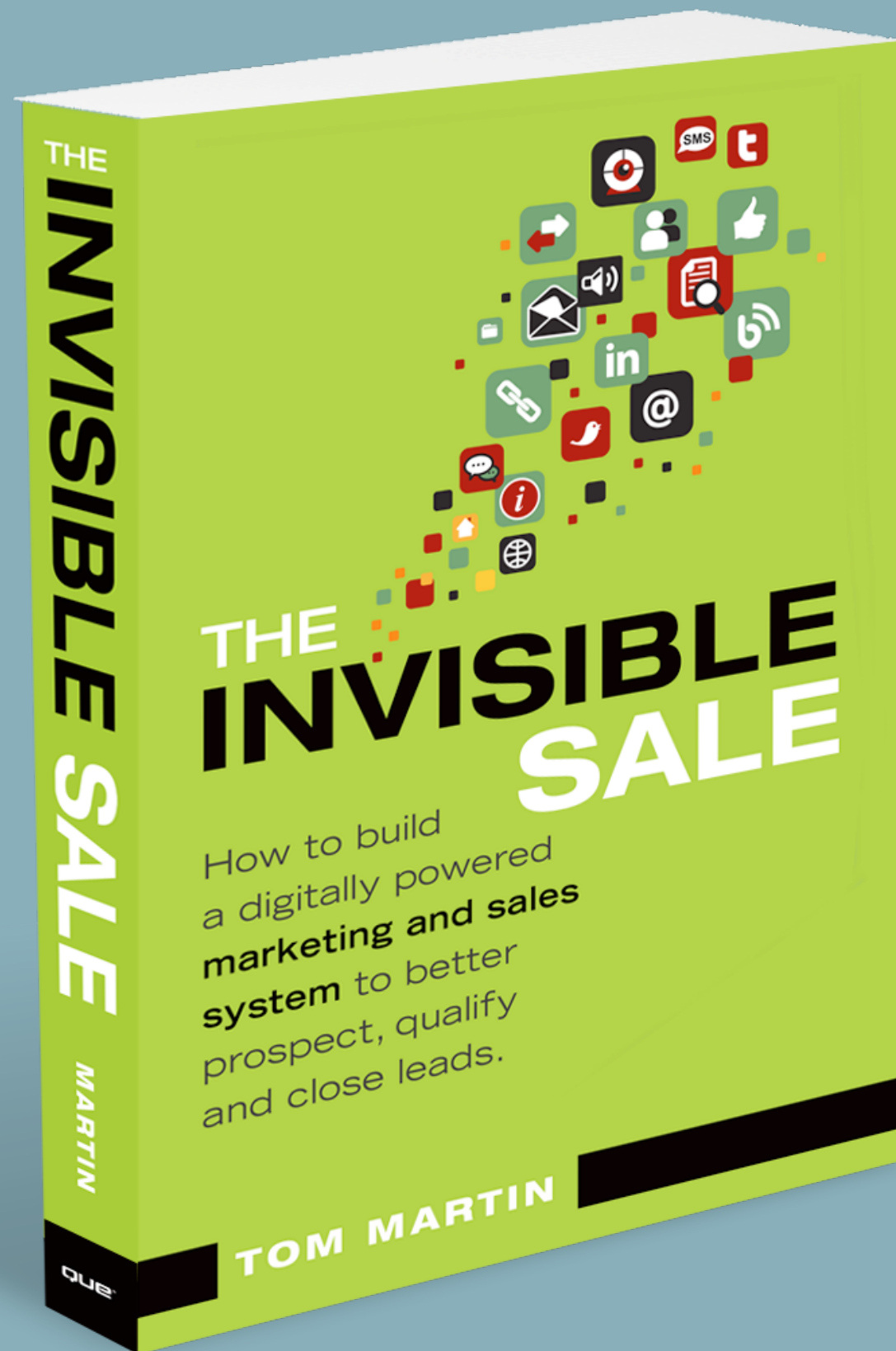
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Cornerstone & Cobblestone Framework

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TheInvisibleSale.com

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